

Inside Australian Online Shopping

Aug 2020 update



Impact of COVID-19 on eCommerce in Australia

Welcome to the first edition of Australia Post's Inside Australian Online Shopping monthly update.

eCommerce has been booming since late March.

National growth since the pandemic was announced by the WHO is up over 73% year-on-year (YOY).

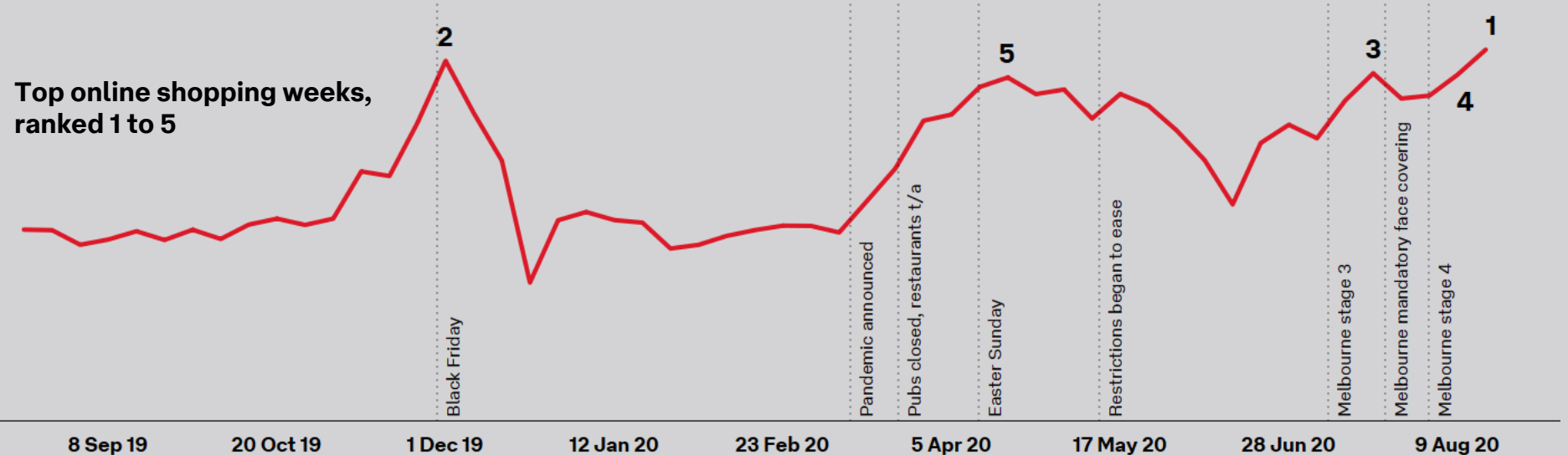
Purchases peaked after Easter, before softening through May and June as restrictions eased. The financial year (FY20) saw growth in online purchases of 35.4% YOY.

As Victoria moved into stage 3 restrictions in July, online purchases rebounded even higher than the peaks in April.

AUSTRALIA



Number of online purchases,
12 months to 22 Aug 2020



Victoria in focus: Online shopping booms again

Online purchases began accelerating in the first week of July as selected postcodes returned to stage 3, with these areas reaching 102% growth YOY by the weekend.

Throughout July, purchases continued to increase, as restrictions were extended. A third of online shopping purchases made in Australia in July were made in Victoria.

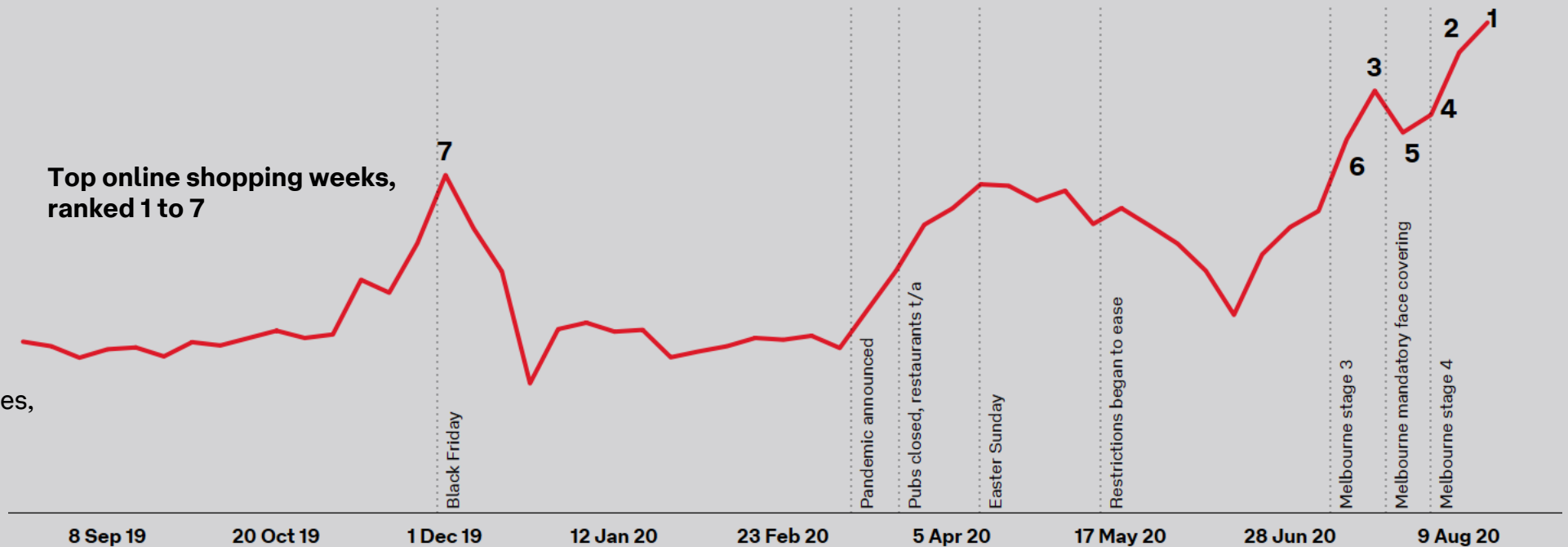
As discretionary retail closed for six weeks in Melbourne due to stage 4 restrictions, more retailers and shoppers have transitioned online. The first week of August saw eCommerce growth of 157% YOY in Victoria and 89% YOY across the nation.

This growth has been so significant that the last six weeks recorded the highest number of online purchases in Victoria's history.

VICTORIA



Number of online purchases,
12 months to 22 Aug 2020



What happened in July 2020

Highest growth categories in Australia
compared to the same time last year



Home &
Garden

82%



Food &
Liquor

76%



Health &
Beauty

71%

Biggest shift in purchases month to month



Health &
Beauty



Arts &
Crafts



Books



Over 20% higher
than June across
Australia



In Victoria, over
40% higher than
June

Are shoppers purchasing more locally?

Signs of support for 'buy Australian'



Are you purchasing from overseas more or less now than you were purchasing last year?

Australia Post Consumer Survey,
Consumers who received a parcel in last month (N=2,000), July 2020

Wanting to support Australian businesses is the number one reason why shoppers are buying less from overseas

57%

I'm trying to support local Australian businesses and the Australian economy more

52%

Delivery from overseas is taking far too long

22%

Delivery is getting more expensive

21%

I'm trying to spend less generally



Why are you purchasing less from overseas?

Australia Post Consumer Survey,
Consumers who are buying less from overseas (N=650), July 2020

To access our eCommerce industry reports please visit

[**auspost.com.au/einsights**](https://auspost.com.au/einsights)

Or if you'd like to talk to us about our range of data solutions,
please contact [**einsights@auspost.com.au**](mailto:einsights@auspost.com.au)

This information is provided for general information purposes only
and is not intended to be specific advice for your business.